

*Amendments to the Claims*

The listing of claims will replace all prior versions, and listings of claims in the application.

1. (Currently Amended) A computer implemented method for placing advertisements on a device, comprising the steps of:

- (1) performing a first sync operation, comprising the step of:  
receiving content from a server, wherein the received content includes an advertisement;
- (2) displaying the advertisement on the device, wherein the advertisement is at least a portion of a web page, wherein the at least a portion of the web page was generated such that a format of the at least a portion of the web page is customized based on at least one characteristic of the device, the web page including a response form having one or more fields;
- (3) pre-populating at least one field of the response form with address location information relating to a user of the device;
- (4) performing a second sync operation comprising the step of transmitting the at least one pre-populated fields to the server, wherein the server conditionally forwards the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity;
- (5) generating tracking data representative of a browsing activity of the user while using the device using a processor; and
- (6) storing the tracking data on the device; and
- [[ (6) ] (7) performing a third sync operation comprising the step of:

transmitting the tracking data to the server.

2. (Previously Presented) The method of claim 1, wherein the at least one pre-populated field is forwarded to an advertiser of the advertisement in an email.

3. (Previously Presented) The method of claim 1, wherein a fee is paid by an advertiser for each pre-populated address field forwarded to the advertiser.

4. (Currently Amended) The method of claim 1, further comprising:

[[ (7) ] (8)      caching the at least one pre-populated field on the device.

5. (Original)    The method of claim 4, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

6. (Previously Presented) The method of claim 1, wherein step (3) comprises the step of pre-populating at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

7. (Previously Presented) The method of claim 1, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the device.

8. (Canceled)

9. (Previously Presented) The method of claim 1, wherein the advertisement displayed on the device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises the steps of:

- (a) receiving an advertisement with user preferences;
- (b) identifying users that match the user preferences; and
- (c) loading the advertisement on devices of users identified in step (b).

10-15. (Canceled)

16. (Currently Amended) A computer program product comprising a computer useable medium including control logic stored therein, said control logic when executed enabling a processor to place advertisements on-a device, said control logic comprising:

first syncing means for enabling a processor to perform a first sync operation, wherein during the first sync operation the device receives content from a server, wherein the received content includes an advertisement;

displaying means for enabling a processor to display the advertisement on the device, wherein the advertisement is at least a portion of a web page, wherein the at least a portion of the web page was generated such that a format of the at least a portion of the web page is customized based on at least one-characteristic of the device, the web page including a response form having one or more fields;

pre-populating means for enabling a processor to pre-populate at least one field of the response form with address location information about a user of the device; and

tracking means for enabling a processor to generate tracking data representative of a browsing activity of the user while using the device;

storing means for enabling a processor to store the tracking data on the device;

and

second syncing means for enabling a processor to perform a second sync operation, wherein during the second sync operation the tracking data is transmitted to the server.

17. (Previously Presented) The computer program product of claim 16, wherein said control logic further comprises:

forwarding means for enabling a processor to perform a third sync operation, wherein during the third sync operation the at least one pre-populated field is forwarded to the server, wherein the server forwards the at least one pre-populated field to an advertiser of the advertisement.

18. (Original) The computer program product of claim 17, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

19. (Previously Presented) The computer program product of claim 16, wherein said control logic further comprises:

caching means for enabling a processor to cache the at least one pre-populated field on the device; and

forwarding means for enabling a processor to forward the at least one pre-populated field to the server during a subsequent sync of the device, wherein the server forwards the at least one pre-populated field to an advertiser of the advertisement.

20. (Original) The computer program product of claim 19, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

21. (Original) The computer program product of claim 16, wherein said pre-populating means comprises means for enabling a processor to pre-populate at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

22. (Previously Presented) The computer program product of claim 16, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the device.

23. (Previously Presented) The computer program product of claim 16, wherein the advertisement was selected at the server by accessing a user profile associated with the user of the device;

identifying one or more of a location of the device and a time of day;

selecting one or more advertisements based on one or more of the user profile, the time of day, and the location of the device;

wherein the first syncing means comprises:

receiving means for enabling a processor to receive the selected advertisements from the server.

24. (Previously Presented) The computer program product of claim 16, wherein the advertisement displayed on the device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises:

receiving means for enabling a processor to receive an advertisement with user preferences;

identifying means for enabling a processor to identify users that match the user preferences; and

loading means for enabling a processor to load the advertisement on devices of users identified as matching user preferences.

25-45. (Canceled)

46. (Currently Amended) A computer implemented method for displaying advertisements on a device, comprising the steps of:

(1) synchronizing a hand-held device, wherein said synchronizing the device comprises receiving content including at least one advertisement from a server during a sync operation, wherein the at least one advertisement is at least a portion of a web page, wherein the at least a portion of the web page was generated such that a format of the at

least a portion of the web page is customized based on at least one characteristic of the device;

- (2) operating the device in an off-line mode, comprising;
  - (a) identifying a time of day and a location of the device;
  - (b) selecting at least one advertisement based on the identified time of day and location of the device;
  - (c) displaying the at least one selected advertisement;
  - (d) responding to a user interaction with the advertisement, including the step of pre-populating at least one field of a response to the advertisement with address location information relating to the user of the device; and
  - (e) caching the pre-populated response in the device;
- (3) generating tracking data representative of a browsing activity of the user while using the device using a processor; and
- (4) storing the tracking data on the device; and
- [[ (4) ] (5) synchronizing the hand-held device subsequently to the synchronization of step (1) including the steps of:
  - conditionally forwarding the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity;
  - and
  - transmitting the tracking data to the server.

47. (Previously Presented) The method of claim 46, wherein the location and time identified in step (2)(a) is a previous location of the device.

48. (Previously Presented) The method of claim 46, wherein the location and time identified in step (2)(a) is a planned future location of the user of the device.

49. (Previously Presented) The method of claim 46, further comprising the steps of:

enabling a user of the device to conduct business with a provider related to a web site associated with the advertisement,

wherein revenue from said business is shared between the provider related to the web site and a provider related to a server that enables access to the web site.

50. (Previously Presented) The method of claim 46, wherein a fee is paid by an advertiser for each pre-populated address field forwarded to the advertiser.

51. (Previously Presented) The method of claim 46, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the device.

52. (Previously Presented) The method of claim 46, wherein step (2)(d) comprises the step of pre-populating at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.



53. (Currently Amended) A computer program product comprising a computer useable medium including control logic stored therein, said control logic enabling the display of advertisements on a device, comprising:

receiving means for enabling a processor to receive at least one advertisement from a server during a sync operation, wherein the at least one advertisement is at least a portion of a web page, wherein the at least a portion of the web page was generated such that a format of the at least a portion of the web page is customized based on at least one characteristic of the device;

identifying means for enabling a processor to identify a time of day and a location of the device;

selecting means for enabling a processor to select at least one advertisement based on the identified time of day and location of the device;

displaying means for enabling a processor to display the at least one selected advertisement;

interacting means for enabling a processor to enable a user to interact with the selected advertisement, wherein the interaction includes accepting a user response to the selected advertisement, wherein at least one field of the user response is pre-populated with address location information relating to the user;

caching means for enabling a processor to store the user response;

tracking means for enabling a processor to generate tracking data representative of a browsing activity of the user while using the device; and

storing means for enabling a processor to store the generated tracking data on the device; and

transmitting means for enabling a processor to forward the user response and tracking data during a synchronization with the server to an entity associated with the advertisement to provide information regarding the user to the entity.

54. (Previously Presented) The computer program product of claim 53, wherein the one or more of a location identified by the identifying means is a previous one or more of a location of the device.

55. (Previously Presented) The computer program product of claim 53, wherein the one or more of a location identified by the identifying means is a planned one or more of a location of the user of the device.

56. (Previously Presented) The computer program product of claim 53, wherein the control logic further comprises:

enabling means for enabling a processor to enable a user of the device to conduct business with a provider related to the web site associated with the advertisement,

wherein revenue from said business is shared between the provider related to the web site and a provider related to a server that enables access to the web site.

57. (Previously Presented) The method of claim 1, further comprising the steps of:

enabling a user of the device to conduct business with a provider, wherein revenue from said business is shared between the provider and a server that enables access to the provider.

58. (Previously Presented) The computer program product of claim 16, wherein said control logic further comprises:

enabling means for enabling a processor to enable a user of the device to conduct business with a provider, wherein revenue from said business is shared between the provider and a server that enables access to the provider.

59. (Previously Presented) The computer-implemented method of claim 1, wherein step (1) further comprises:

transmitting a synchronization token to the server;

wherein at least a portion of the received content is selected by the server for the device based on the synchronization token.

60. (Previously Presented) The computer-implemented method of claim 59, wherein the synchronization token is a data marker representative of data stored on the device.

61. (Previously Presented) The computer-implemented method of claim 59, wherein the synchronization token is used by the server to determine whether a previous sync operation was successful.

62. (Previously Presented) The computer program product of claim 16, wherein the first syncing means further comprises:

transmitting means for enabling a processor to transmit a synchronization token to the server;

wherein at least a portion of the received content is selected by the server for the device based on the synchronization token.

63. (Previously Presented) The computer-implemented method of claim 62, wherein the synchronization token is a data marker representative of data stored on the device.

64. (Previously Presented) The computer-implemented method of claim 62, wherein the synchronization token is used by the server to determine whether a previous sync operation was successful.

65. (Currently Amended) A computer implemented method for placing advertisements a device, comprising the steps of:

(1) performing a first sync operation, comprising the step of:  
receiving content from a server, wherein the received content includes an advertisement;

(2) displaying the advertisement on the device, wherein the advertisement is at least a portion of a web page, wherein the at least a portion of the web

page was generated such that a format of the at least a portion of the web page is customized based on at least one characteristic of the device, the web page including a response form having one or more fields;

(3) pre-populating at least one field of the response form with address location information relating to a user of the device;

(4) performing a second sync operation comprising the step of transmitting the at least one pre-populated fields to the server, wherein the server conditionally forwards the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity;

(5) generating tracking data representative of a browsing activity of the user while using the device using a processor; and

(6) storing the tracking data on the device; and

[[ (6) ] (7) performing a third sync operation comprising the step of:  
transmitting the tracking data to the server;

wherein the advertisement was selected at the server by:

accessing a user profile associated with the user of the device;

identifying one or more of a location of the device and a time of day; and

selecting one or more advertisements based on one or more of the user profile, the time of day, and the location of the device;

wherein step (1) comprises:

receiving the selected advertisements from the server.

66. (New) The computer-implemented method of claim 59, wherein the synchronization token is a value that is compared to values stored at the server to determine a state of data on the device.

67. (New) The computer-implemented method of claim 59, wherein step (1) further comprises:

receiving a second synchronization token from the server, wherein a value of the second synchronization token is larger than a value of the first synchronization token and wherein the second synchronization token is indicative of the content received from the server.